

STATE OF TEXAS §
COUNTIES OF ARANSAS §
SAN PATRICIO AND NUECES §
CITY OF ARANSAS PASS §

On this the 23rd day of January, 2014 the Aransas Pass Municipal Development District (APMDD) convened in a Regular Meeting being open to the Public at the meeting place thereof in the Aransas Pass City Hall and notice of said meeting giving the time, place, date and subject hereof having been posted and prescribed by Chapter 551 of the Texas Government Code with the following attendance to wit constituting a quorum.

PRESENT:

HOPE COMINGORE	President
KAREN GAYLE	Vice President
VICKIE ABREGO	Secretary
TERRY STANSBERRY	Treasurer
EDELMIRO GARCIA	Director
BYRON MCLAUGHLIN	Director

ABSENT: STEPHEN WALLS, ELIZABETH DORRIS, JAMES COVINGTON

CITY STAFF PRESENT:	Amanda Torres	Administrative Assistant
	Sylvia Carrillo	City Manager

OTHERS PRESENT: Irma Lerma and Audra Cook/Corpus Christi Caller-Times
(There may have been others present who did not sign in.)

ITEM 1. CALL MEETING TO ORDER.

President Comingore called the meeting to order at 6:30 p.m. and stated that there was a quorum present.

ITEM 2. CONSIDER AND ACT ON APPROVAL ON NOVEMBER 21, 2013 AND DECEMBER 19, 2013 MINUTES.

Treasurer Stansberry made a motion to approve the November 21 and December 19, 2013 minutes. Director Garcia seconded the motion and the motion carried unanimously.

ITEM 3. REVIEW AND DISCUSS CURRENT FINANCIAL STATEMENTS.

There were not financial statements available for the Municipal Development District this month. However, Treasurer Stansberry cited Crime Board sales tax numbers of over \$68,000 so he estimated that MDD sales tax estimates should be close to that amount. He also stated that he didn't think any checks were signed in the previous month and the budget balance was \$160,000 last month.

City Manager Carrillo commented that she had expected an upswing in sales tax revenue because industry had new employees, as well as the holiday season. Treasurer Stansberry said that he thought the spillover was going to Portland. City Manager Carrillo stated that most of the business seen in Portland was planned two to three years ago. Vice President Gayle asked if anyone noticed a bump in sales tax after Allen Samuels was established. Treasurer Stansberry replied that he noticed a difference compared to a year or two prior.

City Manager Carrillo gave a brief overview of housing development that had approached her recently: Joe Myers with a development off of Highland, Braselton Homes with a development of Ebert and Gene Seaman with Urban Engineering at the Aransas Pass/Ingleside city limit line. She stated that all hoped to break ground this year. Growth had not been significant but the City was about to quadruple its growth numbers.

Additionally, several commercial properties are being cleaned up. Developers have expressed interested in placing a hotel behind Lowe's. City Manager Carrillo also reviewed a recent discussion amongst municipalities, counties, and local industry leaders on who should and how should fire service be provided for local industries.

President Comingore inquired on development on Conn Brown Harbor. City Manager Carrillo responded that Kyle Alston is interested in developing an RV Park but she plans to develop a serious marketing plan for the Harbor once the LWR site was sold.

ITEM 4.

CONSIDER AND ACT ON APPROVAL OF INVOICES FOR PAYMENT.

Passed on. No invoices at that time.

ITEM 5.

CONSIDER AND ACT ON SETTING A DATE TO CONDUCT A REVIEW OF THE CIVIC CENTER INVENTORY.

City Manager Carrillo explained that Civic Center Manager Sarah Lee found a duplicate inventory list with notes. The City borrowed lawn mowers and need to replace. The chairs and the tables remain intact. An inventory procedure is needed city-wide. President Comingore said that she envisioned a small group to go through the list. Capital equipment needed to be serialized. City Manager Carrillo asked that the board give a range of dates and they would work with that.

President Comingore asked who would be willing to work and that she hoped that the inventory would be completed before the audit. Vice President Gayle, Director Covington and Director McLaughlin were considered as willing candidates. Treasurer Stansberry said that the inventory should not take long. President Comingore stated that there was a lot of little stuff. Vice President Gayle added that it was a matter of finding and recognizing items for what they were.

City Manager Carrillo explained that the Civic Center had had a nice mower that was used by Public Works but it was replaced with a lesser quality mower. One of the Civic Center employees was taking care of maintenance, along with Public Works. Treasurer Stansberry commented that Venuworks used to take care of maintenance on the building. City Manager Carrillo responded that they were using Municipal Court Judge Ron Howe for electric troubleshooting, Building Official Michael Holmes for building troubleshooting and Public Works for HVAC troubleshooting.

President Comingore stated that the auditor needed to be advised of the Civic Center's change from privately run to City-run and how that would affect depreciation. City Manager Carrillo said that they needed to make sure there were no bond covenants on equipment. The board was advised to provide a date and round up people.

No action was taken.

ITEM 6.

REVIEW AND DISCUSS NOTES FROM MDD RECORDS REGARDING LOANS, BONDS, AND INTEREST ON TXPOOL ACCOUNT.

President Comingore explained that she reviewed the board's financials from the inception of the MDD to the bond refinancing in 2007. Some of the bonds were not callable. Certificate of obligations were sold for \$4 million. City Manager Carrillo said that she wanted to get Finance Director Donna Cox, auditor Brenda McElwee, and the bond counsel in the same room to make sense of the financials. Vice President Gayle replied that she sat in on a meeting with the City Manager and Mark McLiney, the City's bond counsel, where Mr. McLiney provided an explanation. Secretary Abrego said that she was wondering about the money from the pool and asked how they could tell the difference. President Comingore replied that there was no clear split. City Manager Carrillo said that she would ask Mr. McLiney to give a timeline of money.

In addition, President Comingore explained that the board used to have an investment officer but had not had one since the previous officer, Debra Keller, was moved off the board. City Manager Carrillo replied that that office might be held by the finance director and that the City recently made an amendment to its investment policy that would allow City monies to be invested into different policies.

ITEM 7.

**PRESENTATION ON PARTNERING WITH THE CORPUS CHRISTI
CALLER-TIMES FOR GOOGLE SEARCH ENGINE OPTIMIZATION.**

City Manager Carrillo gave a brief introduction of why the City sought the Caller-Times for their services. Originally, the Caller-Times had been sought to promote both the Civic Center and the Aquatic Center. However, the Aquatic Center is in need of demographic information in order to effectively market it. The Civic Center was ready to be marketed. City Manager Carrillo commented that the marketing was not cheap; the presentation for City Hall was around \$3,000. The City plans on teaming up with the Caller-Times as a Google search partner.

Irma Lerma from the Caller-Times explained that they would set up a pool of keywords pertaining to the Civic Center. Any time anyone searched for that particular keyword, the search result for the Civic Center would pop up as a top listing. Vice President Gayle asked if the Civic Center would be limited in the number of keywords allowed. Ms. Lerma responded that there was no limit in the number of keywords. Vice President Gayle asked if the Civic Center would consistently be listed at the top of search results or if it would rotate around. Ms. Lerma responded that it dependent on the advertiser's budget because there was a bidding process for top spots.

Director Garcia asked whether there was an extra charge on views or clicks. Audra Cook from the Caller-Times responded that Google does not allow pay per click. Clicks are rationed out for the given time period and budget. Director Garcia followed up his question with whether the number of clicks per day could be limited. Ms. Cook explained that the advertiser would not expend its rationed amount of clicks if there were a higher level of clicks or interest on the link. The search engine would simply program the link to be placed further down the page to decrease the chance of it being clicked and ration the click quota throughout the month.

President Comingore felt that previous advertising did not address the Civic Center's telecommunications availability. Ms. Lerma responded that the Caller-Times advertising group would put together a list of keywords and come back with recommendations. Ms. Cook added that they tried to cover all bases and variations of search terms.

Director Garcia brought up the fact that the Civic Center would have to have a quality website once Google searches directed them. Vice President Gayle asked if the website was ever published. City Manager Carrillo responded that it was published but that it could still be improved. For example, she felt that the calendar component could be improved on. Director McLaughlin added that he felt there should be a virtual tour component to the website.

Ms. Lerma moved on to the next element of the marketing package, which was Amplify, category marketing for local businesses on national websites. Vice President Gayle asked if the cost went up with the type of categories listed. Ms. Cook responded that layering categories might drive the price up. The quote they offered the board was for the most optimal advertising plan for the wedding category.

City Manager Carrillo asked if local industry had been contacted to use the facility before. Secretary Abrego responded that previous Civic Center Manager Annette Schoenhoeft had made calls to local industries. City Manager Carrillo commented that it seemed that the Center had repetitive customers.

Ms. Cook explained that if the board wanted to market to business customers, the Civic Center's ad would be displayed on business websites such as MSNBC and Forbes. Vice President Gayle asked if adding social events would be a different layer. Ms. Cook responded that they could add a custom layer and work within their budget. Also they could do a 3 month focus on different layers. For an additional \$500, another layer could be added or it could be split between different layers.

Secretary Abrego commented that weekends were full at the Civic Center but during the week, it was vacant. City Manager Carrillo said that the focus should be business. Vice President Gayle added that the emphasis for the Civic Center was business from the get go. City Manager Carrillo stated that other forms of advertising would be considered and used for the Civic Center such as billboards and direct mailers.

Treasurer Stansberry commented that website for City facilities should be consistent. Ms. Cook stated that if an entity has a website, its online presence should not be shut down because the entity would be losing an opportunity for searchers to find information. In addition, Ms. Cook said that this advertising medium was the only method that could be gauged and monitored. The advertising representative would provide reports and discuss tweaks that need to be made. Treasurer Stansberry asked if the search keywords would work for other search engines. Ms. Cook responded that it would not.

Director McLaughlin asked if the Caller-Times representatives would look at the Civic Center website to evaluate it. Ms. Cook commented that she felt that the pictures on the website did it justice. City Manager Carrillo said that she would like there to be an online scheduling and payment component. Vice President Gayle added that a business ought to be able to see the amenities of the Center. It was noted that the Caller-Times would give an update next month. Treasurer Stansberry suggested that the Crime Board could share in the cost of the advertisement.

ITEM 8.

CONSIDER AND ACT ON SELECTING AN AUDITOR FOR MDD.

City Manager Carrillo explained that the City chose Brenda McElwee as the auditor. She added that she ventured to say her first audit would be difficult. Vice President Gayle stated that she thought the board entered an agreement with Michael Arnold. Treasurer Stansberry added that he

would be willing to change auditors but he did not know whether the board was already obligated to someone. Secretary Abrego asked if the board signed a letter of intent. City staff will check for such letter. City Manager Carrillo said that in the past, the City had not met state and federal regulations because the audit was completed late. Director McLaughlin made a motion for the MDD to use the same auditor as the City contingent on no pre-existing contracts. Secretary Abrego seconded the motion and the motion carried unanimously.

ITEM 9.

UPDATE ON CIVIC CENTER ACTIVITIES.

Passed on.

ITEM 10.

CITIZENS COMMENTS.

Vice President Gayle thanked President Comingore for all of the extra work she did to sort through the MDD financials.

ITEM 11.

ADJOURNMENT OF MEETING.

Director Garcia made a motion to adjourn the meeting. Secretary Abrego seconded the motion and the motion carried unanimously.

Vice President Gayle adjourned Meeting at 7:57 PM.

ATTEST:

Hope Comingore, President

Vickie Abrego, Secretary